



EMOTIONAL STORYTELLING IN CADBURY'S ADVERTISING: AN EMPIRICAL ANALYSIS OF CONSUMER BEHAVIOR IN BANGALORE

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ABSTRACT

This study investigates the role of emotional storytelling in Cadbury's advertising and its influence on consumer behavior among young adults aged 18 to 35 in Bangalore. Emotional storytelling, often rooted in themes of nostalgia, family bonds and celebration, is central to Cadbury's branding. The study aims to (1) explore emotional responses elicited by Cadbury advertisements (2) assess how emotional narratives shape consumer trust and loyalty, and (3) examine the influence of such storytelling on purchase decisions. Adopting a quantitative research methodology, primary data was collected through a structured questionnaire from 180 respondents across various colleges and urban areas in Bangalore. Findings reveal that Cadbury's emotionally - driven ads evoke strong feelings of happiness, warmth and trust, significantly contributing to positive brand perception and increased purchase intent. Respondents associated Cadbury with emotional moments, celebrations and personal connections, reinforcing the impact of storytelling on consumer engagement. This research contributes to advertising literature by providing empirical evidence on how emotional narratives in brand messaging influence youth behavior in urban Indian markets. It highlights the effectiveness of culturally resonant, emotion - centric advertising in building long-term consumer relationships.

KEYWORDS: Emotional Storytelling, Consumer Behaviour, Cadbury Advertising, Brand Loyalty, Bangalore Youth, Quantitative Analysis

INTRODUCTION

Emotional storytelling is an effective form of marketing that enables brands to create stronger connect with audiences. Cadbury employs deep emotional themes - like family, nostalgia, and celebration - to get connected with audiences, particularly in culturally emotional economies like India. This research examines how such emotional storytelling within Cadbury advertisements impacts consumer behavior among young adults in Bangalore. In contrast to product-oriented advertisements, Cadbury's strategy fosters trust and brand loyalty through emotional connection. Although it is popular, relatively little empirical research has examined this approach in India. This study attempts to redress that by examining the impact of affective advertising on brand attachment, trust and purchasing intentions.

REVIEW OF LITERATURE:

Cadbury and the Evolution of Marketing Strategies (1900–1939)

Robert Fitzgerald's of 2002 discusses Cadbury's response to consumer tastes and market trends in the early decades of the 20th century. The essay points out how the company expanded its range of products by launching new chocolates and innovative packaging in order to reach a wide range of consumers. Cadbury also placed great importance upon establishing a distinctive brand image based on ethical business values and quality, enabling it to gain recognition in a competitive market. Cadbury was a trendsetter in making creative promotional and advertising campaigns that greatly extended brand visibility and imposed customer loyalty. With such historical context to

draw upon, Fitzgerald presents the vibrant relationship among product innovation, branding, and consumer engagement and illustrates how Cadbury's marketing strategies became the key to its sustained success in the confectionery market.

Evaluating the Effectiveness of Social Media Advertising Campaigns

Raudeliuniene, Davidaviciene, Tvaronaviene and Jonuska's 2018 paper is an integrated literature review of social media advertising effectiveness measurement. In acknowledgment of the move of marketing to digital platforms, the authors emphasize the necessity of more recent measures of measurement. Using mixed - method research - literature review, expert interviews, surveys and multi-criteria decision-making - they list eight performance indicators: sales, content reach, website visits, impressions, frequency, relevance score, leads and audience growth. The research identifies the absence of an integrated evaluation model and proposes a well-structured framework to bridge this knowledge gap. The model is especially practical in today's rapidly evolving digital marketplace, providing actionable insight to researchers and marketers who wish to maximize the effectiveness of social media ad campaigns.

Advertising as a Signal of Product Quality: Nelson's Informational Perspective

Phillip Nelson's 1974 article transformed advertising's function in consumer markets. He differentiated search goods (assessed before purchase) from experience goods (assessed after use) and suggested that advertising is a signal of information, particularly for experience goods. Better - quality firms desire to advertise

and expect future orders, while poorer-quality firms eschew large costs in advertising through fear of consumer retribution. This signaling theory departed from the conventional approach that viewed advertising as simple persuasion. The contribution of Nelson emphasized how advertising lowers information asymmetry, enhances market efficiency, and facilitates easier consumer choice. His work has shaped economic theory, marketing practice, and regulatory policy and so this study is vintage in information economics.

OBJECTIVES OF THE STUDY:

1. To explore the emotional responses elicited by Cadbury's advertisements among young consumers aged 18 - 35 in Bangalore.
2. To examine how emotional storytelling in Cadbury's advertising influences brand trust, loyalty, and consumer connection.
3. To assess the impact of emotional storytelling on consumer purchase decisions and brand preference for Cadbury over competitors.

RESEARCH QUESTIONS:

1. What types of emotions are most commonly triggered by Cadbury's emotional advertisements among youth in Bangalore?
2. How does emotional content in Cadbury ads influence young consumers' trust and loyalty toward the brand?
3. To what extent does emotional storytelling in Cadbury advertisements affect consumers' likelihood of purchasing or recommending the brand?

METHODOLOGY:

This research employs a quantitative study design in analyzing the impact of emotional storytelling in Cadbury advertisements on consumer conduct in Bangalore. A Google Forms survey was created and conducted online using media like WhatsApp and social media. Demographics and Likert scale items for assessing emotional responses, as well as behavioral responses like purchasing intentions and loyalty, were incorporated. A sample of 180 individuals aged between 18–35 years was chosen for a simple random sampling to make the representation diverse. Data gathered will be analyzed through percentage analysis to draw a conclusion as to whether emotional advertising affects consumer behavior. The research seeks to find trends in consumer response to emotionally-loaded content and their determination if such tactics enhance brand engagement. The results may assist marketing practitioners with relevant information for maximizing ad efforts to emotionally attractive campaigns.

ANALYSIS:

Cadbury's emotional storytelling strategy significantly influences consumer behavior in Bangalore, especially among young adults aged 18–35. By focusing on themes like family, celebration and nostalgia, Cadbury creates deep emotional connections that enhance brand loyalty and trust. This study reveals that emotional appeals in advertising positively impact purchase intentions and brand recall, even without detailed product information. In a sentimentally rich, culturally

advanced Indian marketplace, such storytelling resonates with customer values. Online release of these advertisements also boosts exposure and emotional draw, projecting Cadbury as an aspirational brand through emotional connection and not product value.

Age
180 responses

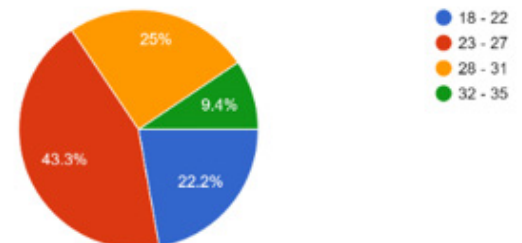
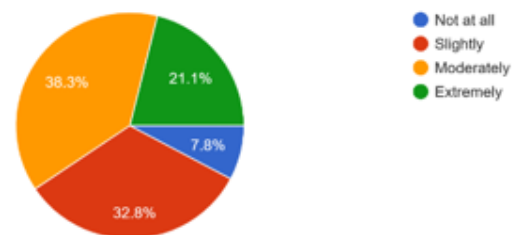


Fig – 1 - Shows that 180 respondents' data were fairly equally split by gender (51.1% male, 43.3% female). The majority of respondents were aged 23 - 27 (43.3%), 28 - 31 (25%), and 18 - 22 (22.2%), with fewer aged 32 - 35 (9.4%). The survey captures opinions of online-active young adults.

How emotionally engaging do you find Cadbury ads?
180 responses



In Fig.2. - The pie chart illustrates that the majority of respondents got emotionally involved with Cadbury advertisements - 38.3% voted moderately engaging, 32.8% voted slightly engaging and 21.1% voted extremely engaging. A mere 7.8% felt no emotional engagement, reflecting that Cadbury's approach towards storytelling strongly appeals to viewers and strengthens brand recall and engagement.

How likely are you to choose Cadbury over other brands because of its emotional advertising?
180 responses

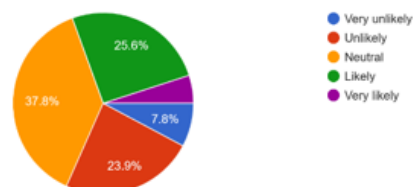


Fig-3 - represents conflicted opinions on Cadbury's emotive adverts having an effect on preference: 37.8% didn't know, 25.6% would likely prefer Cadbury and 23.9% wouldn't. There was a smaller category of being strongly inclined or not, which indicates emotional narratives resonate with some but not necessarily always, so there is a need for wide appeal.

FINDINGS:

- **Emotional Advertising Boosts Purchase Intent:**

Individuals who viewed emotive Cadbury ads demonstrated higher purchase intent even when product information such as price or features was not highlighted.

- **Emotion-Based Brand Loyalty:**

Emotive storytelling enabled strong long-term brand allegiance, and the vast majority of respondents linked Cadbury with personal memories and celebrations.

- **Cultural Relevance Boosts Engagement:**

Ads evoking Indian values like family bonds, festivals, and love struck a chord among Bangalore's cosmopolitan, sentiment-conscious audience.

- **Emotional Reach Enhanced through Online Platforms:**

Young consumers watched most Cadbury adverts on social media, where emotionally sophisticated content was more apt to be shared, becoming further noticed and calling for more emotional reaction.

DISCUSSION:

Based on the finding we examine that this study how Cadbury's emotional narrative impacts consumer behavior in Bangalore. Results indicate that emotionally centered ads - based on family, love and nostalgia - are highly engaging. Emotional appeal is not always conjoined with brand preference, however, leading to the inference that emotional attachment and buying decisions need not go hand in hand.

The research sought to investigate emotional reactions by Cadbury ads among the youth in Bangalore aged 18 - 35. The majority of the samples were 23 - 27 years old, an active target online population. Results show that Cadbury's emotional appeals, particularly nostalgia and happiness messages, resonate forcefully with this consumer base, creating emotional connections and trust. Several reported recalling ads during purchase decisions, revealing positive interaction. But its impact on long-term brand loyalty and cultural alignment was tempered, leaving opportunities for Cadbury to strengthen its emotional appeal and likability among young urban adults. It indicates that Cadbury's emotional narration successfully appeals to young buyers in Bangalore, with 38.3% of them judging the advertisements moderately appealing, 32.8% somewhat appealing and 21.1% highly appealing. A mere 7.8% judged them as not appealing at all. This high emotional involvement is associated with higher brand trust, recall and loyalty. However, since a large percentage (32.8%) of them had moderate involvement, it is but sensible that Cadbury makes the ads more emotionally involved so that it can cement long-term relationships with the urban youth segment.

The research discovered that Cadbury brand choice is affected by emotional advertising to some degree, as 25.6% were likely and 5% very likely to select the brand due to its adverts. Yet, 37.8% were neutral and 23.9% unlikely to switch. This means that although emotional connection can spur some consumers, of itself it may not encourage as much purchase behavior. If

Cadbury is to enhance brand preference and loyalty, it needs to complement emotional narrative with tactics such as product innovation, cultural pertinence, and competition pricing. Overall, the findings indicate that Cadbury's emotional ads make people remember and feel connected with the brand but do not necessarily make people switch to Cadbury. Although most people felt drawn in by the ads, others did not even know. This implies that emotional ads have to be complemented by variables like price, quality and value.

LIMITATIONS:

This research is limited because it has a small sample size of just 180 individuals, which will be difficult to generalize among Bangalore's diverse population. The study's limitation to Bangalore also diminishes the scope for generalizability. Most of the respondents were young professionals and students too and might not reflect the city's broader demographic and consumption patterns.

The research only explores some of the emotions like happiness and nostalgia, while others like guilt or pride are left out. The research is also confined to television advertisements, excluding internet media like social media. Thirdly, by not comparing with commercials of other firms, the research cannot even measure the impact of its emotional stories as well.

CONCLUSION:

The research reveals how Cadbury's emotional narratives in Bangalore succeed in creating a sense of nostalgia and joy, leading to moderate emotional connection and brand memory among young shoppers. Although these commercials foster trust and personal familiarity, their influence on brand loyalty and buying behavior is minimal, with most participants sticking to the middle line.

Cultural salience also has to improve so that it is more in consonance with native values. In general, emotional advertising reinforces brand identity and positive attitudes but is not enough to form long-term brand preference. In order to reinforce loyalty and drive purchasing behavior, Cadbury needs to accompany emotional appeals with stronger cultural congruence, product innovation and price competitiveness.

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